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Shorty's Chevron Mart
Charles Mabry
Las Cruces, NM 88007 -5872

May 12, 2003

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Washington, D.C. 20091-0221

Dear Sir/Madam:

I am writing this letter to express my opposition to the TTBS Notice Number four and talk about the many negative effects these rules would have on small businesses.

Owners like myself are outraged at the attempt by the TTB to re-negotiate rules for the flavored malt beverage industry. After 30 years of successful regulation, the TTB has decided to completely change the rules and throw out successful operations for poorly worded rules.

As you are aware of, flavored malt beverages have become increasingly popular and now account for a significant portion of sales in retail stores. More and more, customers are coming into our store and purchasing these flavored malt beverages in conjunction with other products. This has been a definite plus for our business and for our bottom line.

Now the TTB is threatening this success by forcing these new regulations down the throats of the flavored malt beverage industry. The only effect of these new rules will be to alter the taste and watch sales plummet. With the economy already lagging behind I can't have that happen to my business!

Please reject Notice Number 4 and leave the rules on flavored malt beverages alone. The previous policy has worked well for businesses, consumers and the government coffers, which collect the excise taxes. There is no justification for change. Thank you.

Sincerely Yours,

Charles Mabry